



# A Few Sierra Nevada Industry Facts

## Looking to the Source: Watersheds of the Sierra Nevada

### **Ski Industry**

According to the California Ski Industry Association, the ski industry creates \$750 million annually in the state and generates \$2.75 billion of economic activity for the Sierra Nevada Region.

### **Geotourism**

Geotourism is defined as tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well-being of its residents. Geotourism helps travelers to enjoy the sense of place from a local perspective.

National Geographic Center for Sustainable Destinations, the Sierra Nevada Conservancy, and the Sierra Business Council launched a Geotourism initiative for the Sierra Region in August 2009, resulting in an online MapGuide that drives sustainable tourism to the Region.

According to a survey recently conducted with the regional council that oversees the Sierra Nevada Geotourism MapGuide Project, the strongest perceived elements of the project are its collaborative nature with communities and the benefits to small businesses throughout the Region, resulting in positive economic impacts including job creation.

### **Ranching and Farming**

In the Sierra Nevada, agricultural jobs make up 5.2% of the workforce, and agriculture contributes 3% of the regional economic output.

Nearly 52% of California Sierra Nevada private lands, 5.8 million acres, are productive farms and ranchlands. Nearly 2 million acres of industrial and private forestlands also contribute to the working landscape of the Sierra Nevada. Agricultural lands make up more than half the private land in the Region, provide water quality, habitat and aesthetic benefits, and contribute greatly to the rural character that defines the Sierra Nevada Region.

### **Forestry**

The National Renewable Energy Laboratory reports that for every megawatt of woody biomass power produced, 4.9 jobs are created. Supporting efforts to restart 50MW of biomass power in the northern Sierra Nevada would create 245 new jobs.

One acre of Sierra Nevada mixed conifer forest sequesters the carbon dioxide emissions equivalent to 90% of a typical passenger vehicle (EPA) or offsets the energy-related emissions of about 40% of an average home (PG&E) per year. National Forest System Lands alone provide over 11.5 million acres of forested land.